

## **STRATEGIES FOR MEMBERSHIP: GROWTH AND RETENTION**

**ADOPT THE GOAL** – This should be a conscious decision, embraced by the Executive and needing membership co-operation. In varying degrees it requires an effort by everyone.

**STRATEGIES** – Think about the Club structure and function and how it could be used, refined or changed in order to grow and retain membership. Ask some of the following questions:

1. How can we involve the general membership in recruitment and retention?
  - Use the 1+1 CFUW formula
  - Develop an electronic Invitation. Encourage members to send it to friends or acquaintances inviting them to one or two designated (special) programs during the year. E.g. September and/or January.
  - Use the Invitation to invite key members of the community to a meeting.
  - Hold open meetings most months, encouraging members to bring guests.
  
2. Are the Club's Programs conducive to satisfying existing members and attracting new members?
  - Plan monthly programs well in advance (during the summer) so that they have substance and are meaningful to a broad range of educated women.
  - Consider making the September program lots of fun. Plan an activity that has members and guests interacting with one another. Consider a special January program as well.
  
3. Are the Job Descriptions of key positions complementary and do they co-ordinate with one another in relation to settling in a new member? E.g. do they facilitate attachment to an Interest Group, provide important Club and CFUW information and offer special attention to the newcomer later in the year?
  - G-mail membership enquiries are acknowledged and then referred to the Membership Chair who makes a f/up contact, answers questions and provides information.
  - Membership Chair provides a membership portfolio and contacts the Interest Group Chair regarding the new member. A coloured ribbon is attached to the new member's nametag.
  - Interest Group Chair contacts the new member, discusses the various groups and determines which group/s might be of interest.
  - Interest Group Chair contacts the co-ordinator of the group/s of choice.
  - Co-ordinator of the chosen group contacts new member and makes arrangements for her to attend the particular activity.
  - Membership Chair also contacts Communication co-ordinator and Newsletter publisher with new members information.
  - Communication Co-ordinator provides new member with a Newsletter and

- information on using local, provincial and national CFUW web sites etc.
- Assistant to the Membership Chair contacts all new members by phone, offering transportation and companionship to attend the Club Christmas party and the January New Member Evening.
  - Hospitality Chair assigns a greeter for guests at each meeting.
  - The Club President hosts new members at her home each January.
4. Do we need to establish other positions that will support and supplement membership strategies?  
E.g. Membership assistant for Xmas and January phone calls and the “Need a ride” service.
  
  5. Are there a sufficient number and variety of Interest Groups to attract new members? Are there enough spaces for new members in existing Interest Groups?
    - If a particular Interest Group is oversubscribed, establish a second or third group. Members of the existing group or other Club members can assist with this.
    - Remember that book groups and dining groups among others are very popular and can go along way in sustaining a membership base.
  
  6. Are we encouraging the development of a friendly Club atmosphere and discouraging “clickiness”? Encourage established members to mix with /sit with new members at Club events.
  
  7. Have we invited new members to participate in committee work?
  
  8. Do we reach out to our elderly members and those unable to drive at night by establishing a “need a ride” service or offering to provide transportation to a meeting or event.

## NEW IDEAS: Discussion

How about a President’s Potluck?

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April 2010